



**MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY  
RESOURCE MANAGEMENT DIVISION**

**ELECTRONIC DEVICE MANUFACTURER  
REGISTRATION FORM**

*Registration is required under authority of Section 17303 of Part 173, Electronics, of the  
Natural Resources and Environmental Protection Act, 1994 PA 451, as amended.*

**FOR ADDITIONAL INFORMATION, CONTACT THE  
MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY,  
RESOURCE MANAGEMENT DIVISION,  
SOLID WASTE AND LAND APPLICATION SECTION, AT 517-241-2924**

YEAR 2012 **FOR DEQ USE ONLY**

Date Received by DEQ: 11/11/11

Received by: Amy H.

Fee:

Yes ☒ No ☐

**ELECTRONIC DEVICE MANUFACTURER**

1. Company Name (True Name and All Assumed Names): PLR IP Holdings, LLC

2. Area Code and Telephone Number:  
952.641.1020

3. Manufacturer of:

Video Display Devices

Yes ☒ No ☐

Computers

Yes ☒ No ☐

Printers

Yes ☐ No ☒

4. Mailing Address:

Address: 4350 Baker Road

City: Minnetonka

State: MN

ZIP: 55343

Country: U.S.

County (if in Michigan):

5. Home Web Site Address: www.polaroid.com

6a. Contact name: Jack Goetzke

6b. Contact e-mail address: jack.goetzke@polaroid.com

6c. Contact telephone number: 952.641.1029

**BRAND NAMES OF COVERED ELECTRONIC DEVICE(S) AND TYPE OF DEVICE (video display or computer)  
SOLD BY THE MANUFACTURER**

7. Please list the brand names of covered devices your company manufactures. (Attach an additional page if necessary.)

(a) Polaroid

(e)

(b)

(f)

(c)

(g)

(d)

(h)

**For Cashiers Use Only**

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## TAKEBACK PROGRAM CONSUMER CONTACTS

8a. What Web site address do you provide to consumers for information on your takeback program? Our company works with MRM to provide electronics recycling in Michigan. MRM maintains a comprehensive recycling website at <http://www.mrmrecycling.com>

A specific page with information on MRM's program in Michigan is at: [http://www.mrmrecycling.com/locator\\_mi.htm](http://www.mrmrecycling.com/locator_mi.htm)

8b. If provided, what telephone number do you provide to consumers for information on your takeback program? We provide the MRM Toll Free telephone number for information on our company's take back program: 1-888-769-0149.

## TAKEBACK PROGRAM INFORMATION

9. Please describe your takeback program.

Computer Take Back Program. MRM offers consumers a mailback program for computer equipment. Consumers can go to the MRM website and click on an option to print a pre-paid shipping label for mailback recycling.

Consumers then select the product they want to recycle, the brand of the product and enter their address. MRM then sends the consumer a pre-paid shipping label. Consumers package their item for recycling, affix the label and drop it off at any site that accepts UPS packages for shipping. Consumers can have the item picked up at their door for a small UPS pick up fee.

Television Takeback Program. MRM offers consumers over 70 collection sites located across the State of Michigan. Most of MRM's collection sites are at Goodwill stores; other MRM sites include selected Habitat for Humanity Stores and Padnos Iron and Metal Co. locations. Additional Habitat for Humanity locations will be added by January 1, 2012.

Consumers can go to the MRM website and click on the image of the US Map to be taken to the Consumer Recycling Page. They can click on Michigan to be directed to the State of Michigan page. From there, consumers can enter their zip code into the search system to see a map and listing of collection locations near them.

10. What information do you provide to consumers on how and where to return covered electronic devices that are labeled with your name or brand label?

Our company works with MRM to provide electronics recycling in Michigan. MRM provides consumers with information on how and where to return covered electronic devices on its website: [www.mrmrecycling.com](http://www.mrmrecycling.com). This site has a map of the United States and consumers can find information on the MRM program in Michigan by clicking on the state of Michigan on the map.

The Michigan page on the MRM website lists all brands participating in the MRM program in Michigan. The MRM Mailback program for computer products provides a mailback option for consumers who want to recycle brands participating with MRM. The MRM take back locations provide collection locations for consumers who wish to recycle TVs. All brands of TVs are accepted at MRM at no charge to consumers at MRM recycling collection locations.

11. How do you provide information to consumers on how and where to return covered electronic devices?

In addition to the information on the MRM Electronics Take Back program provided on the Michigan page on the MRM website as described in Question 10 above, MRM links to the Michigan DNRE Electronics Takeback Program on this page. If consumers have questions about how and where to recycle in general or are seeking sites to recycle covered computers that are not labeled with our brand label, they can click on this link to find additional recycling information.

## TAKEBACK PROGRAM REPORT (include this information beginning with the first registration submitted after the implementation of the takeback program)

12. The total weight of the covered electronic devices received by the takeback program from consumers during the prior year:

13 Tons

13. The processes and methods used to recycle or reuse the covered electronic devices received from consumers: Covered electronic items received from Michigan consumers either go directly to an MRM recycler, as in the mailback program, or are consolidated at a collection location and shipped to an electronics recycler.

MRM recyclers process all electronics domestically using no prison labor. The recyclers break the electronics down into commodities. Glass is separated and sent to a glass-to-glass process, smelter or other glass processing method. Metals are separated and sent to metals recycling processes; precious metals and certain batteries are sent to precious metal processors in Europe. Plastics are shredded and sent for use in new plastic processing. All batteries and mercury lamps are removed and sent off for further processing

More information on MRM's requirements for recycling vendors can be found on the MRM website.  
[www.mrmrecycling.com/recycling\\_ethic.htm](http://www.mrmrecycling.com/recycling_ethic.htm)

I, the undersigned registrant, swear and affirm, UNDER PENALTY OF LAW, that the statements contained herein are true and correct. I certify under penalty of law that the information contained on this form, to the best of my knowledge and belief, is true, accurate, and complete. I am aware that there are significant penalties for submitting false information.

PRINT NAME: Scott Hardy DATE: 10/27/11

SIGNATURE:  TITLE: President